

## WHAT IS CLAIMED IS:

1. A label roll comprising:  
a web having a front surface and an opposite back surface wound in a roll;  
said back surface including a plurality of adhesive patches aligned in a column along a running axis of said web in a minor area of said back surface, with the remaining area of said back surface being devoid of adhesive; and  
said front surface including a release strip extending along said running axis behind said column of adhesive patches, and laminated to said patches in successive layers in said roll.
2. A roll according to claim 1 wherein said patches are aligned along one edge of said web, and closer thereto than to an opposite edge of said web.
3. A roll according to claim 2 wherein said web is continuous along said running axis, and imperforate.
4. A roll according to claim 2 wherein said patches have straight edges aligned parallel with said running axis.
5. A roll according to claim 2 wherein said patches have straight edges extending transversely with said running axis.
6. A roll according to claim 2 wherein said patches are rectangular.
7. A roll according to claim 6 wherein said patches are elongate along said running axis.
8. A roll according to claim 7 wherein said web further includes corresponding index marks between adjacent patches to define corresponding labels, each label having a single

adhesive patch.

9. A roll according to claim 6 wherein said patches are elongate transverse to said running axis.

10. A roll according to claim 9 wherein said web is devoid of index marks between said patches.

11. A roll according to claim 9 wherein said web includes a plurality of labels, each having a plurality of said adhesive patches.

12. A roll according to claim 2 wherein said patches have arcuate edges extending transversely with said running axis.

13. A roll according to claim 2 wherein said patches have convex leading edges, convex trailing edges, and straight side edges extending therebetween.

14. A roll according to claim 2 wherein said patches are oval, with major axes disposed parallel to said running axis.

15. A roll according to claim 14 wherein said web further includes corresponding index marks between adjacent patches to define corresponding labels, each label having a single adhesive patch.

16. A roll according to claim 2 wherein said release strip covers said web front side in full.

17. A roll according to claim 2 wherein said release strip is narrow and conforms in width with said column of adhesive patches, leaving the remainder of said web front side devoid

thereof.

18. A roll according to claim 2 wherein said release strip comprises silicone coating said web front surface.

19. A label roll comprising:

an imperforate web having a front surface and an opposite back surface wound in a roll;

said back surface including a plurality of adhesive patches aligned in a column along a running axis of said web closer to one edge of said web than to an opposite edge of said web; and

said front surface including a release strip extending along said running axis behind said column of adhesive patches, and laminated to said patches in successive layers in said roll.

20. A roll according to claim 19 wherein said patches are oval, with major axes disposed parallel to said running axis.

21. A roll according to claim 20 wherein said web further includes corresponding index marks between adjacent patches to define corresponding labels, each label having a single adhesive patch.

22. A roll according to claim 21 wherein said release strip is narrow and conforms in width with said column of adhesive patches, leaving the remainder of said web front side devoid thereof.

23. A roll according to claim 19 wherein said patches are rectangular.

24. A roll according to claim 23 wherein said patches are elongate along said running

axis.

25. A roll according to claim 24 wherein said web further includes corresponding index marks between adjacent patches to define corresponding labels, each label having a single adhesive patch.

26. A roll according to claim 25 wherein said release strip covers said web front side in full.

27. A roll according to claim 23 wherein said patches are elongate transverse to said running axis.

28. A roll according to claim 27 wherein said web includes a plurality of labels, each having a plurality of said adhesive patches.

29. A roll according to claim 28 wherein said release strip is narrow and conforms in width with said column of adhesive patches, leaving the remainder of said web front side devoid thereof.

30. A roll according to claim 29 wherein said web is devoid of index marks between said patches.